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OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS & THE AMERICAN INSTITUTE OF ARCHITECTS

June - 1956



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CONTENTS

Public Relations In Practice	2
88th AIA Convention Report	6
Salute to A Christian Gentleman	8
Prescription for Chapter Ailments	12
AIA to Study Package Deals	13
Honor Awards Show	14
FAIA — For Service to The Institute	16
State Groups Urge Closer AIA Ties	16
"Notes on an Airline Schedule . . ."	17
Mid-Florida — the AIA's 122nd Chapter	19
News and Notes	20
FAA Scholarship Competition Winner	21
"Interpretation of Specifications"	22
Advertisers' Index	26
Producers Council Program	28

THE COVER

A rare picture of the AIA's top brass—the men who are guiding the destinies of a professional organization in which more than 11,000 architects can claim membership. Photographed at the opening business session at Los Angeles May 1956, left to right: Edward L. Wilson, re-elected as secretary; retiring president George Bain Cummings; the newly-elected president and former treasurer, Leon Chatelet, Jr.; and AIA Executive Director Edmund R. Purves.

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Public Relations in Practice

How some Chapters of the F.A.A. are going about the job of "doing good and getting credit for it"

Throughout the State evidence is piling up to prove that Florida architects understand both the value and the methods of public relations. And recent developments by groups in the North, Central and South Florida Chapters offer good illustrations of the effective use of various methods to gain the values sought in common by every member of the profession.

Lunches for Legislators

In Miami, an experiment in personal contact has now grown into a custom that could well be adopted by every architectural group in the State. Some time ago individual architects made a point of getting to know their local legislators. Discussions between them — usually over a leisurely luncheon — served to inform the legislators about the aims of architects on one hand; and on the other clarified the stand of an office-holder relative to these aims.

The idea worked out well. But a couple of years ago individual architects clubbed together, talked to legislators in groups. Now the idea has grown to embrace the South Florida Chapter. And contact with legislators — or prospective ones — has become a regular and important part of Chapter activity.

It's particularly important just prior to an election at the start of a legislative session. Here's how it works:

Prior to an election, the Chapter arranges a luncheon, invites its members. Invited too are candidates for office. After a good meal candidates are given a chance to state their views on affairs, their stand of matters of issue. Their architect-hoists fire questions at them, test their attitudes, often explain the importance attached by the construction industry to some proposal or position. On the basis of this group-interview result the Chapter selects the candidate it will support.

Much the same sort of thing goes on prior to a legislative session. But

at this time the legislator is briefed on the stand of architects, the reasons for supporting one measure, opposing another.

The idea has caught on and is now may well expand to include engineers' and contractors' groups in the area. It's welcomed by legislators as a sincere attempt to develop a mutual understanding and a clarification of issues. And, if carried through by architectural and construction groups throughout the State, it could be developed as a potent political force for good at all legislative levels.

Community Development in St. Petersburg

Architects in Pinellas County belong to the Florida Central Chapter, AIA. But the area of that Chapter is large; the Chapter holds formal meetings only four times a year, finds it difficult to carry on Chapter projects that will prove equally effective in all localities within its jurisdictional area. Thus, St. Petersburg architects have been in the habit of holding weekly luncheon meetings, partly to maintain contact with each other, partly to focus their professional attention on local matters that need improvement.

Last fall this group decided to take a more active part in community affairs than formerly. They organized themselves as the St. Petersburg Society of Architects, AIA, appointed officers and a few committee heads and drew up a program of objectives for the year ahead. On this basis they proceeded to make themselves heard in St. Petersburg affairs as a voice of the profession and a factor of leadership in community development. Among items on their planned program were these:

1. . . . A Metropolitan Planning Association for Greater St. Petersburg. With cooperation of the St. Petersburg Times and the Community Planning Department of the U/F, a regional planning study for (Continued on Page 4)

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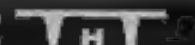
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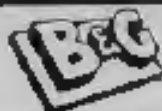
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Public Relations in Practice

(Continued from Page 8)

Pinellas County was initiated. Public meetings on the idea were held at which both architects and civic leaders explained the program. The study is now under way. When finished it will provide the reason for other public meetings and will also provide the basis for cooperative action by St. Petersburg and Pinellas County toward the end of putting the plan into operation. The *Times* will give the plan full publicity and has offered to publish the planning studies in a booklet for public distribution.

2 . . . *Urban Design and Planning.* This involves several related projects. One is the development of St. Petersburg's waterfront. Working with the Planning Department and the Hotelmen's Association, architects have developed an overall scheme for city-owned waterfront property. It is primarily a waterfront recreational project, involving site planning, traffic allocation and suggestions for buildings needed to provide complete facilities.

Another similar project is now underway looking to the development of Mullet Key into an 800-acre Community Recreational Park. Work is being done with the Pinellas County Commission, since the land is county-owned.

A third part of this project concerns Urban Renewal — a matter of more importance to many Florida cities than is generally realized. Studies are now being programmed with the City Planning Department which will eventually lead to recommendations for a sweeping program of area re-development that may involve slum-clearance operations and the construction of new housing.

Housing for the aged has already been an additional concern of the St. Petersburg Society of Architects. Recently a round-table discussion of the subject was held, sponsored jointly by the architects and a local newspaper. It resulted in a well-documented article in the *Times* as part of the growing file of data on this difficult subject which may serve as the basis for future project development.

3 . . . *A Service Program for community use.* The Society has formed

a modest speakers' bureau; and architects have already appeared as speakers for service club meetings and local business groups. And the Society's president, Howard F. Allsower, is now serving as a member of the St. Petersburg Planning Department.

It is too early to assay the full potential of this ambitious program. But so far a number of definite and worthwhile results have shown themselves. First, architects in St. Petersburg are speaking virtually as one voice—and they are thus rapidly gaining respectful attention in all quarters. Second, they are initiating civic improvements on a service — not a self-seeking — basis; and they are thus taking a position of prime leadership in matters of community development. Third, what architects are doing in St. Petersburg is constantly making news. The result is the best possible type of publicity architects can get. And finally, such collaborative efforts are proving to St. Petersburg architects that cooperation provides a strength formerly lacking, a realization of public relations values not attainable before all this began.

Florida North Project

Praised by Institute

Florida AIA members are proud themselves that the Florida North Chapter has been singled out for special commendation by the Institute's Chapter Affairs Committee.

The occasion was announcement of a series of lectures for prospective homeowners, sponsored by the Florida North Chapter. The series, conducted by the General Extension Division of Florida in cooperation with the College of Architecture and Allied Arts, features lectures by AIA and UF faculty members on such subjects as home financing, design, materials, landscaping and building processes. First lecture were given April 26; and the full course, open to the public for a \$1 registration fee, was to continue through May 31.

In naming the lecture program the Chapter Affairs Committee's "Document of the Month," Beryl Price, the Committee's chairman, said: "This project is the finest kind of public relations work in which our Institute Chapters can participate." He especially commended the Florida North Chapter for its part in "this excellent educational activity."

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REPORT

The 88th Annual AIA Convention

Monday, May 14—It was quite hot in Los Angeles. But the papers carried this notice: "No sun today. Morning burning permitted."

It was a quiet day, mostly devoted to registration for early comers, with all-day tours to Santa Barbara and Pasadena (for those lucky enough not to miss the buses). In the evening the Producers' Council—which had put on a record-breaking 31-product exhibit—were back to the architects at a traditional entertainment, just prior to the opening of their exhibit. The Council did themselves and the architects proud; and a story about their own particular convention is carried elsewhere in this issue.

Tuesday, May 15—Still no sun in Los Angeles, but plenty of heat. The 88th Annual Convention of the AIA officially opened at 9:30 before a packed audience in the Wilshire Theater. The usual amenities of an opening session were gracefully observed—invocation, a welcome by Director DONALD BENSON KIRBY, the acceptance by President GEORGE BART COUSINS. Then the welcoming talks by Los Angeles Mayor NORMAN PRATTEN and PAUL R. HERRER, president of the local Chapter of Southern California.

The keynote address of the Convention was ably given by JOHN ELY BURNHAM, Dean, School of Humanities and Social Studies, MIT. To some it may have seemed long and somewhat tedious; but to the majority it apparently left the impression of having been the finest keynote address in many a long year.

Burnham addressed his attention, of course, to the Convention's theme: *Architecture for the Good Life*. What he said was largely an essay of

definition—definition of what constitutes the good life and the architecture that helps to make it good. The essay followed a sound, workmanlike outline (Burnham was trained as an engineer and once taught structural engineering at MIT) rounded out with intellectual passages that were sometimes frankly cynical of the glories of ancient Greece—"those times when the *eros* man purpose was reasonably clear"—and at others almost as frankly disparaging of our current architectural achievements—with which "we dominate the opportunity in good average work on matters of good average importance. The mountain peaks are not there."

"The good life," said Dean Burnham, "is not a matter of good grounds or of physical ease. It is a matter of things that uplift the spirit. High averages will not define it. The Arch of Titus and the well-lined streets that center to it and depart are more important to the good life of the poorest Patmos than a tenth of one percent improvement in his sub-standard dwelling."

"I meant this rejection of the high average to apply to all elements of the good life—in the poetic life, to the political life, to the visual life, to the spiritual life. It is a life that occasionally, though not too often, must reach to ecstasy. Not too often, because ecstasy cannot be prolonged, as readers of Dante's *Paradiso* can discover."

"Architects, then, is absolutely more than a building. It must be more than a high average of convenience and amenity in the provision of places to sleep, eat and work. It must convey something that lifts up

the spirit when it is beheld or experienced—something, indeed, that lifts up many spirits. It must not be too personal, or must, if personal, be open to a multiplicity of uplifting interpretations."

In developing a fuller definition of architecture for the good life—"the mountain peak on the plateau of a high average existence"—Burnham noted reluctance of client and architect alike to adopt "the brilliant engineering schemes suggested by the works of Freyssinet or Muller or Nervi or even our own Buckminster Fuller" and the too general exclusion of texture and painting and sculpture from our buildings. Such things, he declared, are ordinarily regarded as "too expensive"—a disclaimer in face of the fact that we are the richest nation in the world.

"It may well be," said the speaker finally, "that a Nervi system is better economically in Italy than it is in America. But to apply economic determinism to art is the last refuge of the unesthetic mind."

But not all of his criticisms were quite so devastating. He saw at least a glimmer of hope for America's architectural future, if not for her somewhat confused present.

"In the last analysis," declared the Convention's keynote, "if one were required to name the nation in which the highest average of architecture was now being maintained he must, and without chauvinism, name our own land."

"In this country architecture, so far as what architects do, has finally come of age. We have a past of which we need not be ashamed and a future which we need not fear. And this has come about despite our Puritanism

THE FLORIDA ARCHITECT

It was a four-day whirl of speeches, seminars and sightseeing against a background of fabulous freeways and Southern Cal hospitality that ranged from cocktail buffets to a gala Hollywood premiere . . .

rejection of the opulent, the colorful, even the elegant, despite our native tendency toward the disorder of the newspaper litter and momentarily released horse of New York and the ubiquitous wood-on dump.

"On all this we can look with some pride. But also humbly, for we have not reached the stars.

"I cannot believe that in the long run the neutralized nation in the world, and in some ways the most daring, will not wake to its limit and defend in its acceptance of its total aesthetic opportunity and responsibility. It is not impossible that we may achieve in America a sort of Periclean age in architecture. American architecture is now mature; it needs only to become great."

Dean Burchard's address was the first of many others throughout the four active days of the Convention. At luncheon, Tuesday, an increasing number of delegates (the final count

was close to 500) heard Chairman Burt Crammeyer, who had resigned before announcing that he was not a candidate for re-election as AIA president, report on the state of the AIA. He touched on the past year's progress of the Institute—its growth in membership and income, the worth of the regional judiciary procedure instituted last fall, the encouraging start of the Student Forum and the work now being done by many Institute departments to achieve recommendations of the Survey Commission's report of 1954. But mostly it was a farewell "thank-you" to the Institute "team" of which the speaker had been a member for many years.

In the afternoon the First Chapter had arranged a Downtown Tour of Los Angeles—one of a seemingly innumerable series of such tours and sightseeing programs. But at almost the same time were scheduled a Seminar on "Architecture for Safety"—in

which CLINTON GAMBLE, as chairman of the AIA Committee on Disaster Resistance took a leading part—and three separate Round Table Discussions on Preservation of Historic Buildings, School Building Trends and Office Practice. Many Convention participants including both guests and delegates were interested in everything! The generally reported result was "frustration." At most of the meetings attendance was disappointingly meagre.

The traditional President's Reception was held on the poolside terraces and gardens of the large Ambassador Hotel. Afterward, what seemed like the whole Convention packed the Moslin Room—a theatre restaurant modestly billed as "Showplace of the World"—to dine and dance and watch a stage show that reminded more than one spectator of the *Chorus Girls*.

(Continued on Page 32)

AIA Treasurer Elected to Institute Presidency for Coming Year



Leon Chetelat, Jr., was born in Washington, D. C., March 5, 1902, and graduated from George Washington University with a B. of Arch. degree. Married, and the father of three children, he has practiced under his own name since 1930, but recently formed the firm of Chetelat, Gauger and Nolan. For many years he has been active in District of Columbia civic and business affairs, having served on D. C. Committees of Public Works, Urban Renewal, Redevelopment and Historical Buildings. He is a past president of the Washington Board of Trade and the Building Congress and is a director of the Bank of Commerce and the Jefferson Savings and Loan Association and a trustee of the Equitable Life Insurance Company. His professional activities include membership in the D. C. Board of Examiners and Registrars of Architects, treasurer of the NAAB Board and past service on many AIA committees including Finance, Public Relations, Dues Structure, Errors and Omissions, Insurance, New Headquarters Building and Centennial Observance. He is a trustee of the AIA Insurance Trust and the Pension Fund and has served as National Treasurer since 1954. He became a corporate member of the Washington Metropolitan Chapter, AIA, in 1930 and is a past president of that Chapter. His election to Institute Fellowship dates from 1953.

Jacksonville Chapter Pays Homage to a Neighbor and Good Friend



Mellen C. Greeley, FAIA, receives a certificate of appreciation prepared by the Jacksonville Chapter as Mrs. Greeley listens to Bishop Frank A. Juhon voice the affection and congratulations of all present.

At a dinner held in the Roosevelt Hotel, Jacksonville, May 5, some 125 people representing all phases of Florida's construction industry met to honor Mellen C. Greeley, FAIA, for a lifetime of self-effacing service. The gathering was held under the auspices of the Jacksonville Chapter. But the tribute paid to the snowy-haired dean of Florida architects went far beyond the boundaries of his professional affiliations.

Present to voice their appreciation for his efforts on behalf of both the church and the state were Bishop Frank A. Juhon, of the Episcopal Diocese of Florida and George Samost of the Jacksonville City Advisory Planning Board, on which Mr. Greeley served as secretary from 1929 to 1947. A friend of long standing, Louis Archel, who heads a Jacksonville equipment supply firm, acted as toastmaster. Sanford W. Goin, FAIA, of Gainesville, spoke for the architects.

Bishop Juhon read, and then presented to Mr. Greeley, a framed certificate of appreciation signed and sealed by Governor LAMOR COLLINS, AIA President GEORGE BAIN CUMMINGS, Jacksonville's Mayor HAYDON

BURNS and Bishop Juhon. Thus the certificate represented a combined testimonial from State, Church, Community and Profession, though it had been prepared by members of the Jacksonville Chapter.

In outlining, on behalf of the architectural profession, the many notable phases of Mellen Greeley's life-long service, Sanford Goin said: "... he is many things to many people: Christian gentleman, public servant, good citizen, good neighbor and friend. But to the architects of Florida he is even more. He is an institution."

Mr. Greeley opened his own office in Jacksonville in 1909 after architectural training in various offices following military service in the Spanish-American War. His practice was interrupted by additional military service in World War I as an officer in the Quartermaster Corps. In 1923 he was named as secretary to the Florida State Board of Architecture, a position he held continuously until last year. He was a charter member and a president of the first AIA Chapter in Florida; and was elevated to AIA Fellowship in 1934.

Not realized by many architects is

the fact that in 1915 Mr. Greeley was instrumental in securing passage of the first Florida statute regulating the practice of architecture and creating the State Board of Architecture. His efforts to strengthen the architectural profession went far beyond the boundaries of his State. One indication is his service as a member and president of the National Council of Architectural Registration Boards. Others are his long-time connection with the Hotel Commission, his services on the Jacksonville City Park Commission and the City Planning Advisory Board.

Commenting on the influence Mr. Greeley has had on maintaining the high standards of professional practice, Goin said,

"As an officer of the State Board, he consistently stood firm in the position that the primary purpose of any licensing board is the protection of the public—and that the public interest is a trust to be held inviolable.

"What Mel believed in he preached; and what he preached, he practiced. This man does more honor to our profession than we will ever be able to do to him."

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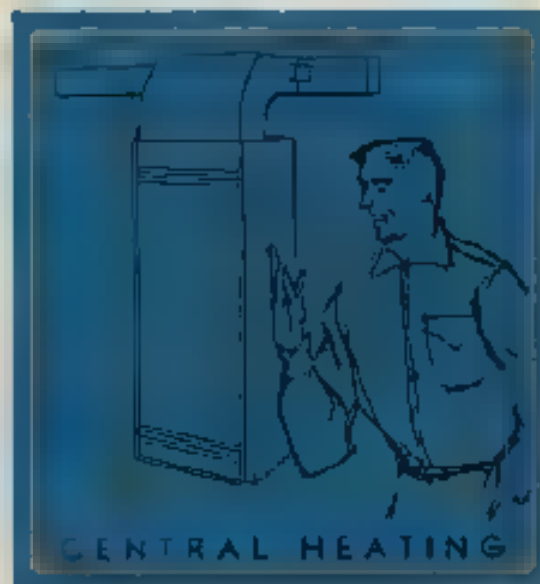
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Prescription for Chapter Ailments

From the Chapter Affairs Session at Los Angeles came suggestions for bolstering Chapter strength and local AIA prestige

Those attending the 58th AIA Convention in Los Angeles for its solid fact, found at least part of what they sought in the Chapter Affairs Committee conference Thursday. It was an all-morning session, chaired by Bruce Price, who, as perth Florida, maintains an office in Ft. Lauderdale. And when it broke up, some four and one-half hours after starting, participants had heard suggestions enough to revitalize any AIA Chapter which might have been bogged down by the quagmire of inaction or stagnated by boredom.

It was the 10th such meeting of the Chapter Affairs Committee, according to Price, and its effectiveness, by some 150 interested people gave substance to Price's statement that in the vitality of Chapter activities lies the greatest potential for AIA accomplishment. The architectural profession is weakest at the Chapter level, Price told his audience. Thus the strengthening of Chapter activity can become a vital factor in making the importance of the architect throughout the area of his Chapter

Subsequent discussion was centered largely on how this could be accomplished. There was a great deal of it, most directly pertinent to the job of making Chapter work important and interesting for all members. Here are some points that have direct bearing on Chapter affairs in Florida.

First — Pick a man to run local Chapter affairs for his all-around ability to plan things with imagination and to get things done—smoothly and so everybody's happy to work with him. He must be what Price called "a mover," for many Chapter activities with which he will be associated much on the work of other committees, as public relations, education, schools, program, etc. As such, he's a coordinator for many Chapter programs.

Second — Be certain every Chapter meeting is both interesting and professionally important. Price cited one New York State Chapter which holds only five meetings per year, with every one a standout as an example

of success on this point. Chapter programs are planned a year in advance. Each features a paper on some research subject assigned months ahead to a younger member, then presented by him. Informative project work and good fellowship aren't lacking at meetings. But the solid value of the research programs are the core of the Chapter's stability.

Third — Stimulate cooperation between Chapter members and students in areas where students are well represented. Chapter areas this can be especially a re. Elsewhere architects' active help with the on-training program now being sponsored by the AIA Education Committee can bring equally good results. Help on the Log-Rock program is one means, and if no such program is now in effect, initiation of it can become a worthwhile project.

In this connection, James Henry Rice Institute student and president of the newly formed AIA Student Forum, emphatically voiced the students' desire and willingness to work with Chapter members. He pleaded for a closer-than-present tie between students and on-training architects with seasoned practitioners.

Fourth — Conduct programs that will link Chapter affairs with public interests. The Dallas Chapter, for example, holds an annual "Awards Luncheon" to which dignitaries, newsmen, business leaders are invited as well as those whose buildings are to receive awards. In any Florida city, this could become a yearly affair of note, an excellent medium for bettering professional relations and a stimulus for upgrading architectural design in a manner the public could understand and enjoy.

Fifth — Sponsorship of a program is the raising of scholarship funds for high school seniors through a yearly dinner. This affair, customarily attended by 400-500 representatives of the city's building industry has proved to be fun, noteworthy and a practical means for reaching the goal.

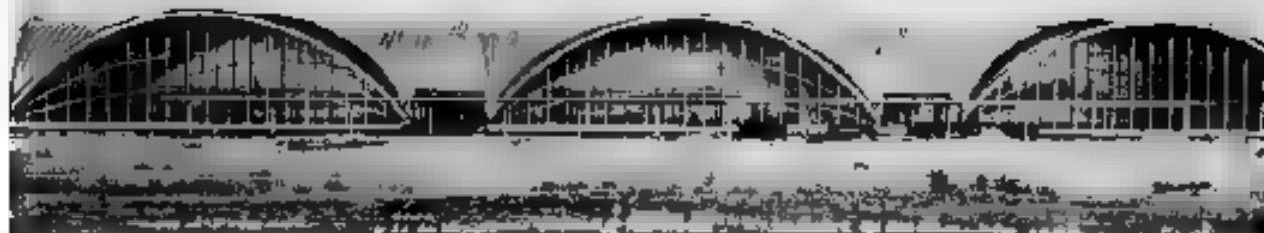
Package Deals to be Subject for AIA Study

During the post Convention orientation meeting of the newly elected AIA Board of Directors, held May 8 in Los Angeles, President elect Leon Chatelein, Jr., said that activities of so-called "Package Deals" were on the increase. He stated that the AIA Board had received much comment relative to organizations offering a combined service of design, engineering, financing and construction. Some, he indicated were directly inimical to the practice of architecture as a profession, while others were operating in a way that might prove helpful to architects under the proper type of collaboration.

Chatelein promised the appointment of a committee to probe the pros and cons of package operation and present a series of recommendations.

Plans to guide architects in future relations with them. Others present at the meeting commented on the importance of this study, and at least one suggested that a study of a "package deal setup" might be new opportunities for architects' abilities and accomplishments.

Pending completion of the AIA study, however, the package idea is being vigorously resisted in many quarters. Latest states to announce formal action against it are Arkansas and Georgia. Both actions involve the attempts by The Bank Building and Equipment Corporation to practice architecture in these states. The organization is reported to have an architectural department of some 200 persons, headed by W. G. Noebel, licensed as an architect in Arkansas.



Above: the St. Louis Municipal Airport Terminal Building, one of the five First Honor Awards, for which the firm of Hellmuth, Obatake and Kassabaum, St. Louis and Detroit, were the architects.

HONOR AWARDS SHOW

One of several exhibits all worth while to those who could find time and opportunity to see them.

Below: another of the First Honor Awards went to the home of Richard Helgeson in New Canaan, Conn., for which Philip C. Johnson, New York, was the architect. It was the only structure to win a top award. Photo, Eric Staller.



Architects work into the millennium in efforts that may be somewhat mixed into the Los Angeles Convention's mammoth of time and space session is one round table. But number of a yet which exhibit was open to all who wished to visit even included was the National House Award, which is a sampling of which is shown to

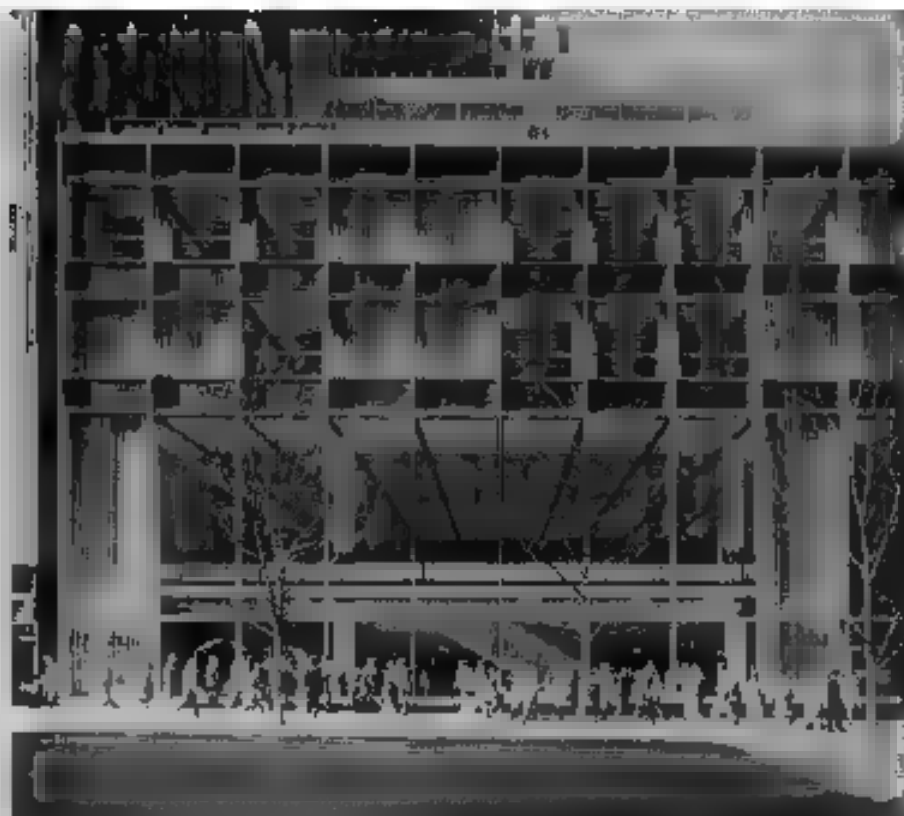
the public. It projects designs to new selected. One of the AIA exhibit of house architecture provided by the Smithsonian Institution is a drawing of contemporary house architecture, and a small is the exhibit of a house is a single under the joint auspice of the Architects' Association. In independent choice of Los Angeles the St. Louis, Dapley, Al.

At these exhibits offered inspiring into pleasure. In all of them were at a cost of one can encounter. Thus on looking, a wide to the Architecture of Southern California, which was indeed each Convention region was particularly welcome. I watched all forms of the presented many architects of buildings and common also work of which is after

THE FLORIDA ARCHITECT

The New York firm of Skidmore, Owings and Merrill was also given a First Honor Award for the design of the Fifth Avenue branch, Museum of Modern Art, New York, right. Photo, Ezra Stoller.

The Hilton Istanbul Hotel, in Istanbul, Turkey was one of the 14 Award of Merit winners. Owned by the Turkish Republic Pavilion Fund. It was designed by Skidmore, Owings and Merrill, New York, associated with Sedat H. Eldem, Turkish architect. Photo, Ezra Stoller.



FAIA-for Service to The Institute

Marion I. Manley, of Coconut Grove, is the third woman ever to have been granted an A A Fellowship and the only Floridian to be so honored this year.

For conspicuous service to the Institute, Miss MARION I. MANLEY of Coconut Grove, was elevated to Fellowship in the Institute at ceremonies following the Annual Banquet of the 82nd AIA Convention in Los Angeles, May 18. She was the only architect from Florida so honored this year.

Miss Manley is one of the real "pioneer" architects of the State. Born in Junction City, Kansas, and educated at the University of Kansas, University of Illinois—where she received her architectural degree in three years—M.I.T. and the University of Michigan, Miss Manley started her Florida architectural career in the office of the late WALTER DE CAMERO in August, 1917. She obtained her registration certificate the following spring and started her own

architectural practice shortly thereafter.

Her association with AIA dates from 1926; and since that year she has been a consistent supporter of the Institute's organization. She has served on many committees of the South Florida Chapter and the FAA and has represented both at national conventions for many years. Miss Manley was secretary-treasurer of the South Florida Chapter and its President for two terms, and for two years served as Vice-president of the FAA.

Always an advocate of organizational expansion, Miss Manley was instrumental in helping form both the Palm Beach and Broward County Chapters as outgrowths of the Florida South Chapter. In 1941, and 1942 she headed the important Dy-



To Marion I. Manley, FAIA, honor for professional progress.

rector of the FAA and as the movement in Florida of State Societies and Institute Chapters. This laid the groundwork for the rapid growth of the Institute nationally and in Florida it signaled the start of our present association of Chapters, the FAIA, as one of the strongest and most active in the country.

State Groups Urge Closer AIA Ties

Convention Round Table showed power of State Organizations with the FAA almost ready to assume a new regional status.

Organization activity in the State was the main theme of the Round Table on "The State Organization as the Future of AIA" Wednesday afternoon, May 6, at the Los Angeles Convention, could well be called one of the most important of all Convention meetings. Attendance was understandably small for even without the influence of

the weather, the round table was a success. The AIA and the FAA were the main topics of discussion.

By 4:30 p.m. the round table discussion. Representatives of several AIA state groups were present—Ohio, Michigan, New Jersey, New York, Texas, California—in addition to representatives of the FAA which included own STRESON, Miss MANLEY.

Newly the FAA executive so-

cretary and CLYDE GASTON, AIA president, who, with HENRY L. WRIGHT, past president of the California Council of Architects and MATTHEW DEL GAUDIO, New York regional director constituted the discussion "panel" moderated by EDWARD L. WILSON, secretary of the AIA and past president of the Texas Society of Architects.

To the extent that this meeting was more an airing of comparative state organization experience than any attempt to hammer out an AIA policy relative to such organizations,

the meeting was a success.

Indeed one of its chief values was from a negative point of view. State organization representatives outlined, clearly and forcefully both the functions and operations of their groups—and in doing so posed the important

question of how the undoubted value of such organizations can be recognized officially by the Institute—but not woven into the current chapter region-headquarters pattern of AIA.

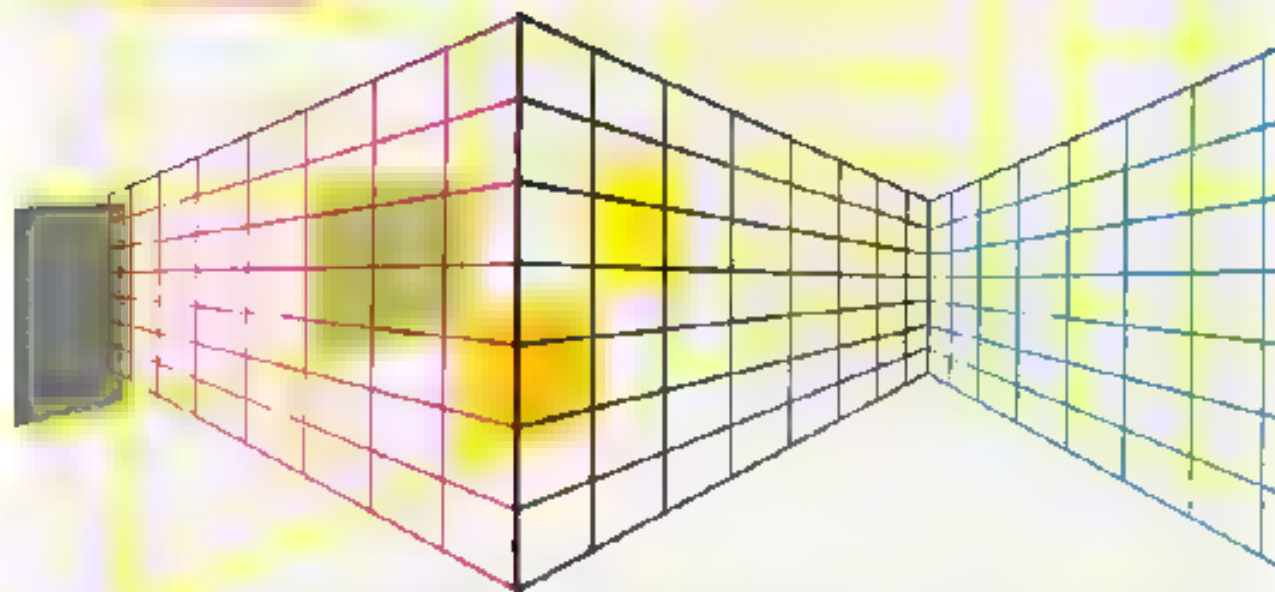
Discussion brought out two facts of particular significance to Florida AIA membership. One touched the possibility that Florida might be accorded regional AIA status in the not-too-distant future. The point was made clear that more size is not a criterion for regional recognition—geography activity volume, rate of growth, organization initiative, economic and political, as well as professional, problems are all factors. And due to the increasing pressure of all such factors within her borders, Florida is rapidly moving into a professional position where administrative integration to provide a direct and constantly constructive contact with the Institute's headquarters policies and programs will be essential.

The other fact is that our professional organization in Florida is even now such as to make a possible

(Continued on Page 17)

Coratiles

WEDNESDAY, 11 OCTOBER 1990



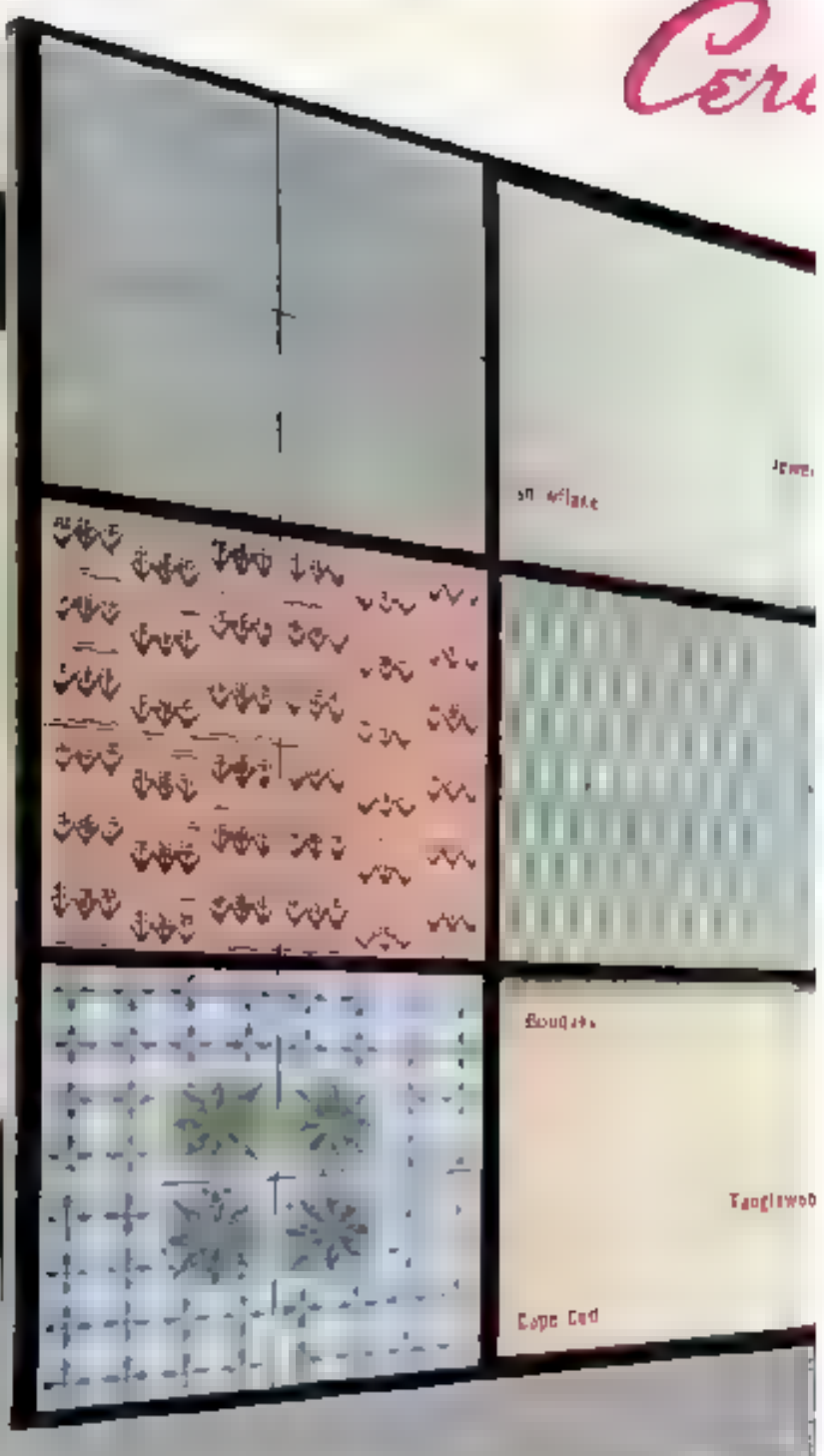
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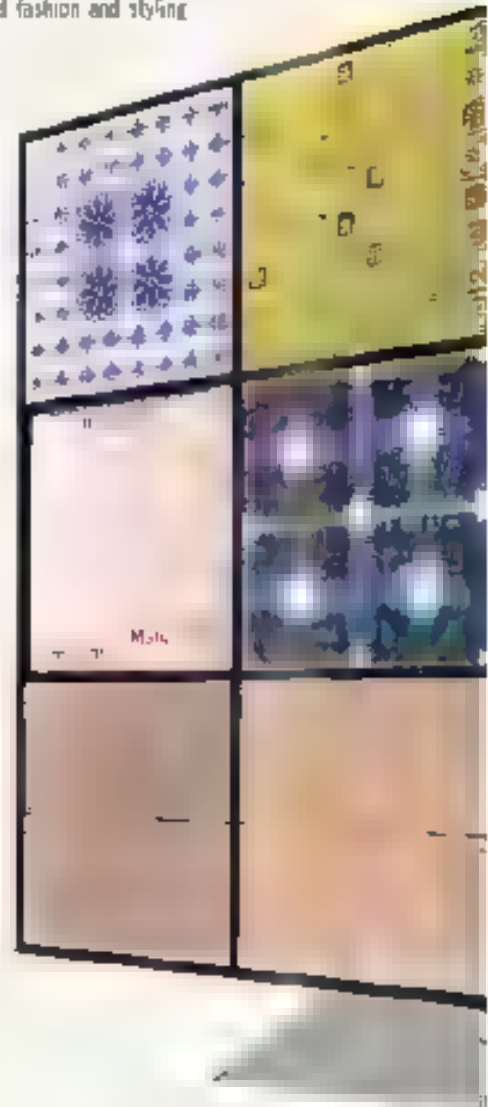
Tanglewood

Edge Cut

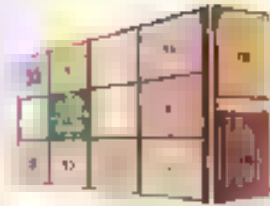


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State Groups

(Continued from Page 8)

dition to regional status both cultural and easy. The setup of the FAA is closely parallel to that of

all these states are based on association of Chapters out both Texas and California have strengthened their Chapter ties and have widened their scope of operations beyond those current in the FAA.

Plans for professional organization progress in Florida are clearer now than they ever have been. And the basis of facts planned at this Round Table discussion, there is every reason to believe that they can be focused into a pattern of great strength, purpose and accomplishment in the next future.

William Re-Elected Secretary. New Directors Chosen

When LEON CHATELAIN, Jr., newly elected AIA president, assumes his many-sided organization duties, he will have the benefit of a seasoned as one of our key officers. This will be EDWARD L. WILSON, Ft. Worth, Texas, who was selected as Secretary of the AIA. Wilson has been active in AIA affairs for many years, having been president of both the Ft. Worth Chapter and the Texas Society of Architects' director and

HERB GARY, Indian was chosen as treasurer, the post which the new AIA president has held since 1954.

JOHN NOLAN, Richmond, Toledo, Ohio, was elected as first vice-president. PHILIP WILL, Jr., of Chicago, as second vice-president.

New regional directors elected to the AIA Board for a three year term

Jr. Philadelphia, Middle Atlantic Region, and BERNHARD S. LEITZER

Leitzer succeeds the new AIA treasurer, Raymond S. Kustenduck, who has been director of this region for the past three years.

JUNE 1955

"Notes on the back of an airline schedule concerning St. Petersburg, how come, goodbye now and other problems"

(This account of the University of Florida's Annual Business Conference was written by Roger Allen, architect and one of the Conference speakers. It appeared in edited form in the Grand Rapids Press.)



fun I had down there, a stone's throw from a lovely Gulf of Mexico beach.

It thinks your head so that what

Subsequently Mr. Eric, president of a frozen orange concentrate company—Bing Crosby, a stockholder, used to plug the product on a disc jockey program—told me privately about still another last tonic. This is a low calorie tonic for people whose heads are fat enough already.

On a Super-Controllator it is only five hours from Chicago to St. Petersburg and I spent some of this time meditating on why airline hostesses always say "Goodbye now." to departing passengers. Why always "goodbye now"? Why not "Goodbye some other time" or "Have in visit" or "Over the river and" or "Farewell, my lovely"? So when I got off the boat until I came along. She said "Goodbye sir" to me the beautiful but double-crossing thing.

The night I arrived Frank Pace, former secretary of the army, former budget director and currently executive vice president of General Dynamics corporation, made a fascinating speech on the peaceful uses of atomic

power. He should know: a division the first atomic-powered sub- and while the Nautilus of course is

learned to building it is being applied now to power installations in many parts of the country.

College professors are getting younger, smarter and more fun if you ask me. The faculty members of the University of Florida, including members of the staff of the extension division and the business administration department, put on this conference on "planning Florida's Growth" with verve, efficiency and good humor. Somebody'd better start planning Florida's growth or the next thing projecting out into the Gulf of Mexico on one side and the Atlantic Ocean on the other, to a considerable distance.

Two old hands and tethow architects, Sanford Goin of Gainesville and Roger Shrennon of Miami, took me over to Tampa or rather to Ybor City, a Spanish section, to dinner. On the way over we passed through a district so tough that Mr. Goin assured me could "get my hair cut with a hustled bear bottle," in his picturesque phrase. I decided my hair was all right the way it was. The dinner was well worth the trip: Spanish bean soup, pompano Papilona, a green salad and Cuban bread. Yum.

I stayed in a truly advanced hotel so gaudy that the manager spent five minutes telling me what all the various switches operated, how one end wall slid out of sight to open the whole room into the patio, and so on.

Goodbye now

Roger Allen.

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Mid-Florida-The AIA's 122nd Chapter

As the FAA's ninth chapter, Mid-Florida was officially launched in Orlando on April 28th.

It's little wonder that the five guests in the picture at the right are all pleased. They are the elected officers of the 37 charter members of the Mid-Florida Chapter, AIA. The committee 122nd local unit and Florida's ninth. And the particular occasion for their pleased expressions was the official "Charter" dinner and meeting of the Mid-Florida Chapter held in Orlando's San Juan Hotel on Saturday evening, April 28.

It had been announced as an informal gathering—though Chapter members could easily be spotted through the crowd of some 125 by the white dinner jackets. But informal or not, the official recognition of the newly organized professional group signalled the start of what every well-wisher and just means every AIA member in the State—hopes will be a vigorous program for professional advancement.

Certainly the dinner meeting, while done with exuberance and enthusiasm, was beginning for real program. Several representatives of the Chapter are present at the



These are the men chosen to steer the Mid-Florida Chapter through its first year of program: Robert B. Murphy, vice-president; Ed Stuckas, treasurer; F. Earl DeLoe, president; Joseph Stifels, secretary; James F. Woodham, III, director. The two other directors are Alex Hatten and Ralph P. Lovelock. Francis Emerson represents the Chapter on the FAA Board, with George H. Spohn as alternate.

officials of local AGC and FES organizations. Mayor Raymond C. Green of Winter Park and Clarence Canale, FAA president, were seated as honor guests at the head table. Toastmaster of the affair was P. E. L. Wirtzba, president of Winter Park's Chamber of Commerce; and Claude Kowalski, Orlando City Commissioner, was on hand to offer official greetings.

Indeed, by the point of time when the program by the AIA President and Mayor Greene—who particularly welcomed formation of the

Chapter and expressed the hope that its membership would play an increasingly important part in development of Winter Park.

Mid-Florida's Chapter was presented to President F. Earl DeLoe by HERBERT C. MILLER, AIA Registrar-Director, who also made the principal speech of the evening. He sketched the amazingly rapid, but sound, growth of Florida (not too hard to forget) as the U.S. Just a possible and one that by now it has listeners that volume of activity.

(Continued on Page 80)

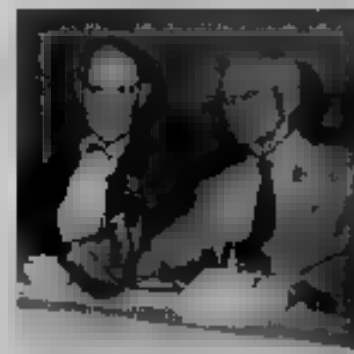
V.I.P.'s at Mid-Florida's Meeting



H. Samuel Kraus, past-president, Florida South, with Richard Duane Rogers, president of the State Board of Architecture.



Mr. F. Earl DeLoe and President DeLoe beam greetings from their place of honor at the charter presentation table.

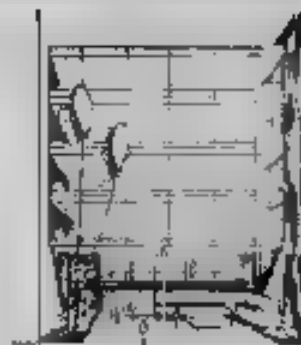


Claude Canale, FAA president, and Winter Park's Mayor Raymond C. Green found a common interest in regional planning.

Winner---FAA Scholarship Competition

This is the winning design by JACOB BEAT, Daytona Beach, in the first FAA Scholarship Competition, open to 4th year students of the College of Architecture and Allied Arts of the J/F. The problem "A Building for Architects" specified a 50 by 150-foot interior lot and listed a number of mandatory requirements

for "a contractual building primarily for use by architects" in a "city about the size of Jacksonville" and with the same climatic conditions. Solution called for the type of preliminary sketches shown here. The FAA jury—FRANKLIN S. BUNEL, ALBERT F. GARLAND and JOHN STEVENSON—picked these as the best.



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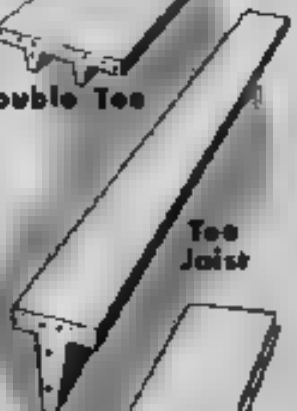
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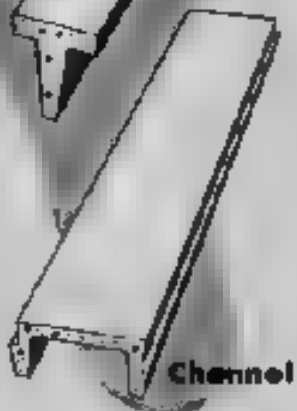
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News & Notes

(Continued from Page 80)

W. L. B. JENNARD, from Mound
North, WILLIAM T. ASHLEY and
JOHN L. R. GRANT, from Daytona
Beach Chapter, FRANCIS S. WALTON
and HARRY M. GRIFFIN, from Jack
Xenia, ROBERT BROWARD.

CLINTON GAMBLER, FAA president
represented both the St. Johns County
Chapter and the State organization.
ROBERT W. SEIBERMAN also attended
as Executive Secretary of the FAA
and as a representative of The Florida
Architect.

Last Year's Good Advice Is Better Than Ever Today!

Last year on page 17 of the July
1955, (June) we said "Guard That
Portrait."

We noted some of the difficulties
we believed would be encountered as
a result of the 1955 Convention's ac-
tion permitting use of architects' por-
traits in advertising. And we advised
FAA membership to be very wary in
allowing use of their pictures in ad-
vertising layouts pending the ad-
vice of a policy guide by the AIA
Committee on Public Relations.

That advice has since proved sound.
No such policy guide has ever been
issued. And the 88th Convention at

Los Angeles voted to rescind the mea-
sure approved last year. Thus archi-
tects' portraits may not now be ethi-
cally used in advertisements except
in such instances where limited use
has been specifically approved by AIA
headquarters.

By all, large it is probably a wise
decision. Promoters have the uni-
versal reputation of taking the mile
if given the inch; and the new ruling
will probably tend to save a great deal
of individual and professional embar-
rassment. In the case of the com-
pletely sound institutional campaign,
AIA approval will undoubtedly be
forthcoming where and when it may
be needed.

So let's repeat the admonition.
Guard that portrait—more zealously
now than ever.

Don't Forget Those Dues!

Did you heed last month's call for
dues from FAA Treasurer MURRAY T.
COMMUNGER? Better check your check-
book again! If the stub for "AIA
dues" isn't there—please get busy.
Write one up. And drop the check
in the mail today.

"Interpretation of Specification"

At the luncheon party for Mel Crowley, hostmaster Lou Ansel
regaled his audience with a little game on specifications which he swore
was real and had come to his attention through figuring a job. Here it
is just as it was read and, according to him, just as it was written!

The Plans and specifications are to be taken together. Anything shown
on the plans and not mentioned in the specifications and not shown on
the plans is to be considered as both shown and specified, and anything
wanted by the architect or any of his friends or by anybody else, except the
contractor shall be considered as shown, specified, required and required,
and shall be provided by the contractor without an expense to anybody but
himself.

If the work has been done without an expense to the contractor, the
work shall be taken down and done over again and again until the employer
is satisfactory to the architect.

Anything that is right on the plans is to be considered right. Anything
that is wrong shall be discovered by the contractor and shall be made right
without a-telling the architect or mentioning it on the bill.

Anything that is forgotten or left out of the plans or the specifications
but which is necessary for the convenience of the owner shall be provided
without extra cost to nobody but the contractor. The architect reserves the
right to change his mind about what is best.

Any evidence of satisfaction on the part of the contractor shall be con-
sidered as just cause for withholding final payment.

Convention Report

(Continued from Page 7)

Wednesday, Mar. 16 Still no smog in Los Angeles. But the temperature had climbed enough to make front-page headlines.

To a substantial number of Chapter presidents and Chapter affairs committee chairmen, the day opened with a Chapter Affairs Breakfast at 10. The meeting moderated by Bruce Fanning, chair-in of the AIA Chapter Affairs Committee, lasted till after 11. Its substance is reported elsewhere in this issue.

By the time those attending were free, the Convention's second business session had ended—but during it delegates heard a detailed presentation of Urban Redevelopment by JAMES HARMAN, regional chairman of the Housing and Home Finance Agency. They also heard the Convention vote to reject last year's measure permitting use of architects' portraits in advertising. Now, such portraits may not be ethically used "except under exceptional circumstances" and then only with specific approval from AIA headquarters.

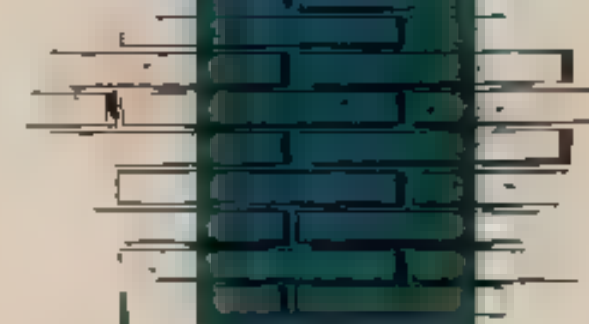
During the awards luncheon there were more speeches as the Fine Arts Medal was presented to Miss M. L. JENNINGS MURRAY, the Craftsmanship Medal to HARRY DZIERZICA, and the Edward C. Krupar Award to THOMAS IRVING COX, who was not there to receive it but to a minute figure in his family. A long list of youth awards for architecture was read, and the awards bestowed to architects involved, and eight honorary members (ships and fellowships) were presented to deserving friends of the architecture profession.

Afterwards, Convention attendees took their choice of four post-luncheon trips that vied for interest with a seminar on *Architecture for Enjoyment* and three round tables on *The State Organization of the Institute* more fully reported elsewhere in this issue. *Architectural Specifications* and *The Education Committee Program*. Frustrations of conventions. Conventioneers walked up again, with the host chapter tour making a substantial list of contributions. Reports of poor attendance were common at all discussion groups.

But attendance at the Promenade Night—a Granquist's Chicago The-

(Continued on Page 43)

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Convention Report .

(Continued from Page 23)

after party with all the trimmings—packed the house. The Host Chapter's CHARLES LOCKMAN, with a stage presence and suavity equal to any Hollywood star introduced VERA LUNGEWITZ—who then introduced ALBERT HITCHCOCK, DORIS DAY and JESSIE STEWART, director and stars of "The Man Who Knew Too Much," the "ballet-diller" excuse for the premiere. To many Conventioners, particularly to their charmed and charming wives, it was the highlight of the four-day conclave.

Monday, May 17. The temperature went wild, climbed to 99 and broke a long-standing Los Angeles record. But still no sign to speak of.

The morning was the latest of the Convention thus far, filled by the third business session that ended up approval of the pre-printed Board's report, disposal of a few unimportant resolutions and permitted JOHN R. FUGARE, F.A.A., to tell about the International Congress on Housing and Town Planning. No official luncheon

meeting has been stated; and Conventioners picked up informal groups or attended one of the many "reunion" meetings of colleges and fraternities.

But the afternoon ran almost true to the form of preceding ones. Four of the popular and almost ubiquitous host-chapter tours started promptly at 2:15—though at 3:00 an elaborate seminar on "The Architects' Big New Challenge: Better Design for a Million New Homes Each Year" was scheduled to start. It started on time and though of absorbing interest to those involved in the home-design field, it followed closely the pattern established by a round-table totally sponsored by the AIA, NAI B and *House and Home* magazine as reported on the May, 1946, issue of that publication.

The evening was the occasion of the Annual Dinner marked by the solemn and somewhat tedious ceremonies by which 35 AIA members were elevated to Fellowship in the Institute—among them such the only one from Florida, being MISS MARION J. MANTON. The Dinner meeting was marked also by presentation, to CLAU-

ENCE S. STEIN, F.A.A., New York, of the Gold Medal for his accomplishments in the fields of architecture and community and city planning.

Mr. Stein's response to the presentation was a gentle, somewhat withering, speech which attempted to provide a prescription for the good life through the medium of architects' concern with community planning. He broadly sketched the evil drawbacks of our present towns and cities. Then, in equally as broad strokes, outlined his advocacy of new communities based on the "green belt" principles first demonstrated by his development of Radburn, N. J.

"In the contemporary city" said the Gold Medal recipient, "the green openness will go far beyond the built-up parks, flowing through and connecting the super-blocks. Not only will every building open on views of fine old trees or distant hills, but broad green belts will be close by for agriculture or forests, for great sports fields or hiking, boating, fishing, swimming, skating or just for solitude in the peaceful valleys in the wilds."

(Continued on facing page)

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and economical.



**THE
MODERN
WAY**



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At Salem we met three people possible for any part of the United States, and conversed with a ultimately regular in the winter position immediately of the present. And he asked for the volunteer profession to accept the difficult challenge of bringing them into being.

"Such communications cannot be secured by the ordinary governmental process of city planning," he declared.

A hemispherical and livable urban environment cannot be forced into subdivisions bounded by fences and dominating streets and lot lines. It must be created as an entity, embracing the site, the mass of buildings and their relation to each other and to the regional setting. It starts in all kinds of circumstances.

"I feel we need to do architecture not on problems much more comprehensive than the individual building. The architect must deal with the whole environment in which his building is an essential, harmonious part and without which the architect's work is incomplete. The community may merely be a small group of interdependent structures. I fear the most likely will be a neighborhood, an urban district, or whole town or city in even its smallest

Friday May 18—The heat-wave broke. But with the breeze and the smog at last the same eye watering, nose-bleeding stuff as reported.

This was what one Conventionist called "struggle day." Only a comparatively faithful few attended the fiscal hardness session called for 9-11 AM to consider new business compacts in its battle to win a speech by an architectural student, another by ARNOLD CONTRERAS, Mexican city planner, and to hear retiring President GEORGE BATES CUNNINGHAM introduce the new slate of officers and directors.

In the afternoon the newly-elected board met with President-elect and officers in a presentation meeting. Attending were Institute staff members, several regional committee chairmen, Chapter presidents and a number of delegate observers. His record a few explanatory remarks by newly-elected officers Kenneth R. Pomroy, the institute's executive director, and some of his staff. Little resulted beyond a pleasant opportunity to meet and see the

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Convention Report

(Continued from Page 24)

people who make AIA wheels go 'round.

Officially, the 88th Annual AIA Convention was over. But to those who got the word ahead of the best chapter's further hospitality the evening was to be another Los Angeles highlight. Homes of host chapter members had been thrown open for good food and drink and fellowship relaxation in domestic surroundings as only California's art texts can offer it. Many a convention delegate from 2,000 and 3,000 miles distant would return home with the impression of a wonderful country since for it is possible to arrive in who were making themselves a variable charming and the generous drive of hospitality without a split.

But these host chapter members are still going on. Subtlety with the Belmar addresses and public events to seek glass fronts. Most of the Chairman of the group, and the last we saw of any of them was Miss Parsons checking into the Pan American terminals' bound for closer hills and a well-deserved holiday.

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Belmar Shades	26
Brice Equipment Company	20
on Rent of Miami	8
Decor Shades	76
Glenn Clark Yards and Environs	
Driver Products, Inc.	3
Fischer Distributing Co.	4
Florida Home	
Huntington	9 thru 12
Furnas Pump & Light Co.	24
F. J. de Soto Products Co.	28
George C. Gr. Her Company	4
Hallstone of Miami	2
Hallway Concrete Products	23
Interstate	
Mud & Tile Co.	18 thru 19
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THE FLORIDA ARCHITECT

New Committee to Study P/R Program

Some drastic revisions in the overall public relations program of the AIA may be in the making, judging from recent actions of the AIA Board. At this year's Board meeting in Washington, D. C., it was decided to retain the firm of Ketchum, Inc., as the Institute's P/R counsel "for the remainder of this year." But a move to boost the firm's payment from \$72,000 to \$95,000 was defeated.

Also, a Memo issued from the Octagon this spring contained this item: "Although the Board believes much good work has been done by the committee on public relations and that the work by public relations counsel has been effective in stimulating members of the profession to greater activity and appreciation of public relations, it realizes a need for reappraisal at this time of the machinery and methods of operating the program." For this reason a special liaison committee was appointed to make a separate study of the public relations problems and, with the full P/R committee, make a full report at the Board's fall meeting.

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Producers' Council Program

From the 81-booth Producers' Council display of building products that was an important highlight of the 86th Annual AIA Convention at Los Angeles, eight were picked by a 3-man jury for citations. Those receiving commendation "for outstanding attractiveness" were: National Concrete Masonry Association; Youngstown Kitchen Division, American Standard; Arcadia Metal Products; and Stylon Corporation. The Stylon booth was the collaborative work of architect ALFRED B. PARKER and designer CARMEN GRABARE, both of Miami.

Cited "for effective display of their products" were: Corning Glass Works; Minneapolis-Honeywell Regulator Company; Cladding, McBean & Company; and the Armstrong Cork Company. The jury which selected these eight booths as worthy of special comment included architects MAURICE E. HOLLEY, Palm Beach; GRAHAM LATEX, Southern Calif. Chapter; and WAYNE S. HEKYZKA, Northern Calif. Chapter.

Top honors for excellence in building product literature and space advertising went to five more Producers' Council firms at the May 14th after-luncheon awards session of the Council's Convention. Those receiving certificates of exceptional merit were: Acoustical Materials Association and American Brass Company



William Gillette, Producers' Council national president, listens to Charles Luckman, of Perkins & Luckman, architects, address members at the Awards Luncheon.

(Class I, technical information relative to a type of product); Armstrong Cork Co. (Class II, technical information relative to a single manufacturer's products); Aluminum Company of America (Class III, promotional literature); and Knoll Associates (Class IV, space advertising).

Also honored at the Council's luncheon meeting were three men selected for their encouragement of Modern Measures. Presentation of awards from the American Standards Association was made to LEONARD G. HAZEN, Levitt & Sons; FRED M. HAUSERMAN, the R. F. Hauserman Co.; and H. B. ZACKERSON, U.S.A. Corps of Engineers.



Florida furnished the only model exhibited at the joint AIA-Producers' Council convalesce. Here Clinton Gumbel, FAA president, and T. Tripp Russell, president of the Florida South Chapter, AIA, explain features of the Construction Industries Center, scheduled for year-end completion in Miami's DePoni Plaza, to Earl T. Heltschmidt, FAIA, Los Angeles.

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